What is claimed is:

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1. A print quality measuring method for comparing an image of reference paper and an image of an actual print to create control data for controlling ink feeding rates of a printing machine, said method comprising:

a reading step for reading the image of the reference paper and the image of the actual print;

a representative color determining step for determining, from image data, a representative color characterizing the image of the print, and positions of the representative color; and

a calculating step for carrying out a comparative calculation of color data in the positions of said representative color of the image of said reference paper and color data in the positions of said representative color of the image of said print, to create the control data for controlling the ink feeding rates of the printing machine.

- 20 2. A print quality measuring method as defined in claim 1, wherein said representative color and the positions thereof are determined for respective sections corresponding to ink keys in each ink well of the printing machine.
- 25 3. A print quality measuring method as defined in claim 2,

wherein said image data has three color components, said representative color determining step being executed to classify pixels in each of said sections corresponding to ink keys according to tones of each of the three color components, and determine said representative color and a position thereof from pixels included in a predetermined class interval.

4. A print quality measuring method as defined in claim 3, wherein said representative color determining step is executed to create a histogram with the tones of each of the three color components of each pixel in each of said sections, and select said representative color and the position thereof from pixels included in a class interval of maximum frequency in said histogram.

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5. A print quality measuring method as defined in claim 4, wherein the position of the representative color selected is a position having a maximum area formed by the pixels included in said class interval.

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6. A print quality measuring method as defined in claim 5, wherein said image data for determining said representative color is one of platemaking data used at platemaking time, image data obtained by processing the platemaking data, and image data obtained by reading said reference paper.

7. A print quality measuring method as defined in claim 1, further comprising:

a gray control color determining step for determining, from the image data, a gray control color expressed in a substantially achromatic color and positions of the gray control color;

wherein said operating step is executed to create the control data for controlling the ink feeding rates of the printing machine, by using results of a comparative calculation of color data in the positions of said gray control color of the image of said reference paper and color data in the positions of said gray control color of the image of said print, as well as results of the comparative calculation of the color data in the positions of said representative color of the image of said reference paper and the color data in the positions of said representative color of said print.

8. A print quality measuring method as defined in claim 7, wherein only the results of the comparative calculation of the color data in the positions of said gray control color of the image of said reference paper and the color data in the positions of said gray control color of the image of said print are used when said representative color is devoid of one of said three color components.

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9. A print quality measuring method as defined in claim 7, wherein the control data for controlling the ink feeding rates of the printing machine is created by selectively using the results of the comparative calculation of the color data in the positions of said representative color of the image of said reference paper and the color data in the positions of said representative color of the image of said print, and the results of the comparative calculation of the color data in the positions of said gray control color of the image of said reference paper and the color data in the positions of said gray control color of the image of said print, or by using a compromise in an appropriate ratio of the results of the two comparative calculations.

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15 10. A print quality measuring method for comparing image data obtained by reading an image of an actual print with one of platemaking data used at platemaking time and image data created from the platemaking data, to create control data for controlling ink feeding rates of a printing machine, said method comprising:

a reading step for reading the image of the actual print;

a representative color determining step for determining a representative color characterizing the image of the print, and positions of the representative color, based on one of said platemaking data used at platemaking time and said image data created from the platemaking data; and

a calculating step for carrying out a comparative calculation of color data in the positions of said representative color of the image of said print and said representative color, to create the control data for controlling the ink feeding rates of the printing machine.

- 11. A print quality measuring method as defined in claim
 10. Wherein said representative color and the positions
 thereof are determined for respective sections corresponding
 to ink keys in each ink well of the printing machine.
- 12. A print quality measuring method as defined in claim
 15. 11, wherein each of said platemaking data used at
 platemaking time and said image data created from the
 platemaking data has three color components, said
 representative color determining step being executed to
 classify pixels in each of said sections corresponding to ink
 20. keys, and determine said representative color and a position
 thereof from pixels included in a predetermined class
 interval.
- 13. A print quality measuring method as defined in claim
 12, wherein said representative color determining step is

executed to create a histogram with tones of each of the three color components of each pixel in each of said sections, and select said representative color and the position thereof from pixels included in a class interval of maximum frequency in said histogram.

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- 14. A print quality measuring method as defined in claim 13, wherein the position of the representative color selected is a position having a maximum area formed by the pixels included in said class interval.
- 15. A print quality measuring method as defined in claim 10, further comprising:

a gray control color determining step for determining a gray control color expressed in a substantially achromatic color and positions of the gray control color, based on one of said platemaking data used at platemaking time and said image data created from the platemaking data;

wherein said operating step is executed to create the control data for controlling the ink feeding rates of the printing machine, by using results of a comparative calculation of color data in the positions of said gray control color of image data obtained by reading the image of said print and said gray control color, as well as results of the comparative calculation of the color data in the positions of said

representative color of the image of said print and said representative color.

16. A print quality measuring method as defined in claim 15, wherein only the results of the comparative calculation of the color data in the positions of said gray control color of the image data obtained by reading the image of said print and said gray control color are used when said representative color is devoid of one of said three color components.

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- 17. A print quality measuring method as defined in claim 15, wherein the control data for controlling the ink feeding rates of the printing machine is created by selectively using the results of the comparative calculation of the color data in the positions of said representative color of the image data obtained by reading the image of said print and said representative color, and the results of the comparative calculation of the color data in the positions of said gray control color of the image data obtained by reading the image of said print and said gray control color, or by using a compromise in an appropriate ratio of the results of the two comparative calculations.
- 18. A print quality measuring apparatus for comparing an image of reference paper and an image of an actual print to

create control data for controlling ink feeding rates of a printing machine, said apparatus comprising:

reading means for reading the image of the reference paper and the image of the actual print;

representative color determining means for determining, from image data, a representative color characterizing the image of the print, and positions of the representative color; and

calculating means for carrying out a comparative calculation of color data in the positions of said representative color of the image of said reference paper and color data in the positions of said representative color of the image of said print, to create the control data for controlling the ink feeding rates of the printing machine.

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19. A print quality measuring apparatus as defined in claim 18, wherein said representative color and the positions thereof are determined for respective sections corresponding to ink keys in each ink well of the printing machine.

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20. A print quality measuring apparatus as defined in claim 19, wherein said image data has three color components, said representative color determining means being arranged to classify pixels in each of said sections corresponding to ink keys, and determine said

representative color and a position thereof from pixels included in a predetermined class interval.

- 21. A print quality measuring apparatus as defined in claim 20, wherein said representative color determining means is arranged to create a histogram with tones of each of the three color components of each pixel in each of said sections, and select said representative color and the position thereof from pixels included in a class interval of maximum frequency in said histogram.
 - 22. A print quality measuring apparatus as defined in claim 21, wherein the position of the representative color selected is a position having a maximum area formed by the pixels included in said class interval.

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- 23. A print quality measuring apparatus as defined in claim 22, wherein said image data for determining said representative color is one of platemaking data used at platemaking time, image data obtained by processing the platemaking data, and image data obtained by reading said reference paper.
- 24. A print quality measuring apparatus as defined in claim 18, further comprising:

gray control color determining means for determining, from the image data, a gray control color expressed in a substantially achromatic color and positions of the gray control color;

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wherein said operating means is arranged to create the control data for controlling the ink feeding rates of the printing machine, by using results of a comparative calculation of color data in the positions of said gray control color of the image of said reference paper and color data in the positions of said gray control color of the image of said print, as well as results of the comparative calculation of the color data in the positions of said representative color of the image of said reference paper and the color data in the positions of said representative color of the image of said print.

- 25. A print quality measuring apparatus as defined in claim 24, wherein only the results of the comparative calculation of the color data in the positions of said gray control color of the image of said reference paper and the color data in the positions of said gray control color of the image of said print are used when said representative color is devoid of one of said three color components.
- 25 26. A print quality measuring apparatus as defined in

claim 24, wherein the control data for controlling the ink feeding rates of the printing machine is created by selectively using the results of the comparative calculation of the color data in the positions of said representative color of the image of said reference paper and the color data in the positions of said representative color of the image of said print, and the results of the comparative calculation of the color data in the positions of said gray control color of the image of said reference paper and the color data in the positions of said gray control color of the image of said print, or by using a compromise in an appropriate ratio of the results of the two comparative calculations.

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27. A print quality measuring apparatus for comparing image data obtained by reading an image of an actual print with one of platemaking data used at platemaking time and image data created from the platemaking data, to create control data for controlling ink feeding rates of a printing machine, said apparatus comprising:

reading means for reading the image of the actual print;

representative color determining means for determining a representative color characterizing the image of the print, and positions of the representative color, based on one of said platemaking data used at platemaking time and said image data created from the platemaking data; and calculating means for carrying out a comparative calculation of color data in the positions of said representative color of the image of said print and said representative color, to create the control data for controlling the ink feeding rates of the printing machine.

28. A print quality measuring apparatus as defined in claim 27, wherein said representative color and the positions thereof are determined for respective sections corresponding to ink keys in each ink well of the printing machine.

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- 29. A print quality measuring apparatus as defined in claim 28, wherein each of said platemaking data used at platemaking time and said image data created from the platemaking data has three color components, said representative color determining means being arranged to classify pixels in each of said sections corresponding to ink keys, and determine said representative color and a position thereof from pixels included in a predetermined class interval.
- 30. A print quality measuring apparatus as defined in claim 29, wherein said representative color determining means is arranged to create a histogram with tones of each

of the three color components of each pixel in each of said sections, and select said representative color and the position thereof from pixels included in a class interval of maximum frequency in said histogram.

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31. A print quality measuring apparatus as defined in claim 30, wherein the position of the representative color selected is a position having a maximum area formed by the pixels included in said class interval.

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32. A print quality measuring apparatus as defined in claim 27, further comprising:

gray control color determining means for determining a gray control color expressed in a substantially achromatic color and positions of the gray control color, based on one of said platemaking data used at platemaking time and said image data created from the platemaking data;

wherein said operating means is arranged to create
the control data for controlling the ink feeding rates of the
printing machine, by using results of a comparative calculation of color data in the positions of said gray control color of
image data obtained by reading the image of said print and
said gray control color, as well as results of the comparative
calculation of the color data in the positions of said

representative color of the image of said print and said representative color.

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- 33. A print quality measuring apparatus as defined in claim 32, wherein only the results of the comparative calculation of the color data in the positions of said gray control color of the image data obtained by reading the image of said print and said gray control color are used when said representative color is devoid of one of said three color components.
 - 34. A print quality measuring apparatus as defined in claim 32, wherein the control data for controlling the ink feeding rates of the printing machine is created by selectively using the results of the comparative calculation of the color data in the positions of said representative color of the image data obtained by reading the image of said print and said representative color, and the results of the comparative calculation of the color data in the positions of said gray control color of the image data obtained by reading the image of said print and said gray control color, or by using a compromise in an appropriate ratio of the results of the two comparative calculations.